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### **SaborUSA Discovers Denver's Culinary Diversity**

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**Report Highlights:**

FAS/Bogota took the *SaborUSA* team on the road to Denver, Colorado to see the thriving local culinary scene. Colorado is well known for its Southwest and Rocky Mountain cuisine, where beef and beer are main players. The cities of Denver, Boulder, and Colorado in general, are not only known for steak, but have a diverse culinary scene with a number of national food and beverage companies, top-tier restaurants and many farmers' markets.

The highlights of the tour were the filming of the *I ❤️ SaborUSA* TV show at famous restaurants like Coohills, Edge, The Fort, Snooze, and River and Woods, as well as places such as Colorado State University, Union Station, Larimer Square, Red Rocks Park, Tony's Market, The National Western Center and Denver Historic Landmark District. This report summarizes the successful week long trip.




**General Information:**

The overall objective of the *SaborUSA* campaign is to increase U.S. consumer-oriented exports to Colombia by building a community of Colombian consumers who are interested in U.S. food culture. To showcase U.S. food and agriculture, we took the *SaborUSA* film and media crew to Denver, Colorado and surrounding areas from September 25 to October 1, 2016.

During the media mission, we filmed four episodes of I ❤️ *SaborUSA*, which will begin airing in November, 2016 on Canal 13 at 7:00 pm (Colombian time) on Saturdays. We will also live-stream the show on the *SaborUSA.co* website and will continue to place previous episodes on our website.

To expand the campaign's reach, *SaborUSA* invited a media representative, who is a culinary opinion leader and food trend setter in Colombia, to join the Denver tour and actively promote *SaborUSA* activities on her social media platform. In addition, the *SaborUSA* team continues to partner with the Public Affairs Section of the U.S. Embassy to post Media Tour activities on the U.S. Embassy's social media platforms.

Social media coverage increased dramatically during the media tour. There were 87,604 views during the week, with 11,608 engagements. The chart below shows Twitter, Facebook, and Instagram coverage during the media mission.

	No. of Posts/Tweets	Impressions/Reach (No. of views)	Engagement/Reactions Likes
<b>Twitter</b> 	99	53,800	3,194
<b>Facebook</b> 	84	27,636	803
<b>Instagram</b> 	147	6,168	7,611

FAS/Bogota continues to expand on the strategy of linking high-level visitors to the TV show. Following the visit of Denver's Mayor to Colombia, *SaborUSA* was invited to visit Denver, a great destination for showcasing American food and culture to the Colombian TV audience.

We want to thank the Denver Mayor's Office and U.S. Meat Export Federation for helping to set-up the outstanding schedule for the trip.

**Denver: An innovative and high-quality dining destination**

Considering that Colorado is well-known for its prime steak, the *SaborUSA* team visited Colorado State University's Meat Lab in Fort Collins and the Aristocrat Ranch to showcase the process of making high-quality American beef. In addition, the *SaborUSA* crew had the opportunity to visit the Horticulture Department and learn about the innovation and research that is happening in Colorado's agriculture and food scene, from hydroponic hops to micro-brews.

The final product will be a great show that will highlight the connection between American universities, like Colorado State (CSU), American ranchers, and the high-quality American beef that Colombians can find at their supermarkets.



*Joseph Bullard, Ram Country Meats Manager at CSU, Steven Newman, Professor of Horticulture at CSU, and Karina Correa, SaborUSA host*



*Left: Skylar Houston, Aristocrat Angus Ranch Owner / Right: Dale Woerner, Associate Professor at CSU, and Karina Correa, SaborUSA host*

Denver offers a booming and rich restaurant scene. The *SaborUSA* crew filmed cooking shows and footage at some of Denver's top restaurants featuring host Karina cooking with well-known chefs and trying amazing dishes to showcase the versatility of American products to a Colombian audience.

At the Four Seasons Hotel, chef Simon Purvis hosted Karina at Edge Restaurant and prepared wood grilled bone-in USDA prime ribeye with apple arugula salad and Strahan's whiskey vinaigrette.



*Simon Purvis, Edge Restaurant Executive Chef, and Karina Correa, SaborUSA host*

At Coochills Restaurant, chef and owner Tom Coohill did a cooking demonstration for the crew featuring grilled strip steak, roasted corn, oven dried grapes, potatoes and red wine sauce. Chef Coohill also included a recipe highlighting roasted pork ribeye with apples, bourbon and lentils.



*Tom Coohill, Coochills Restaurant Chef and owner, and Karina Correa, SaborUSA host*

Moving on with the tour, the *SaborUSA* team filmed a cooking show at River and Woods Restaurant in Boulder, 2010 America's Foodiest Town, according to Bon Appétit's Magazine. Chef and owner Daniel Asher presented an innovative dish with ingredients like pinto beans, popcorn, apples, grapes, bourbon, and beef short rib.



*Daniel Asher, River and Woods Restaurant Chef and owner, and Karina Correa, SaborUSA host*

Downtown Denver has diverse ethnic food through a selection of food trucks. The *SaborUSA* film crew toured the food truck area located at Civic Center Park, where there are different options available to the lunch crowd, including Colombian arepas and tropical juices. The crew also visited Adam Schlegel, EAT Denver Executive Director and Snooze restaurant owner, who explained to host Karina the concept of locally-owned, independent restaurants.



*Left: Adam Schlegel, Snooze Restaurant owner, and Karina Correa, SaborUSA host /Right: Food trucks at Denver Civic Center Park*

Colorado is home to many nationally known microbreweries, including Denver Beer Company and Great Divide Brewing Company, where the *SaborUSA* team experienced the entrepreneurial innovations that are taking place in this industry and the production process behind it. To enhance the knowledge of artisan beer, the team joined Mike Powell to tour The Source, a market with 15 vendors offering visitors food, beer, craft cocktails, and flower arrangements.



*Left: Brian Dunn, Great Divide Brewing owner / Right: Mclain Hedges, Mixologist at The Source and Karina Correa, SaborUSA host*

Continuing with the journey, *SaborUSA* filmed at the award- winning Denver western restaurant The Fort. The owner of the iconic restaurant hosted the *SaborUSA* team and shared with Karina why The Fort is one of the nation's most recognized establishments thanks to its selection of old and new foods from the Early West. Host Karina tried the historian's platter, a recipe with ingredients that were available in Colorado in the 1830s: rocky mountain oysters, buffalo tallow, and buffalo tongue.



*Holly Arnold, The Fort restaurant Proprietress and Karina Correa, SaborUSA host*

The *SaborUSA* crew could not leave Denver without filming the most iconic locations in the city as a backdrop for the TV show, and video clips. Erika Osterberg from visitor services toured the *SaborUSA* team around the golden-domed Colorado State Capitol, one of the prominent features in Denver's skyline. Joe Vostrejs of Larimer Associate showed host Karina the reconstructed Union Station and Larimer Square, Denver's oldest and most historic block.



*Left: Joe Vostrejs, Larimer Associate and Karina Correa, SaborUSA Host at Larimer Square / Right: Erika Osterberg, Assistant Manager of Visitors Services and Karina Correa at Colorado State Capitol*